ABSTRACT OF THE DISCLOSURE

The present invention relates to the definition of Digital Item as the unit of manipulation of multimedia data for electronic commerce activities such as creation, mining, transaction, transfer, management, storage, consumption, etc., of multimedia data.

According to the present invention, Digital Item is specified as the fundamental unit of manipulation of multimedia data in the electronic commerce environment. Digital Item includes atomic Digital Item called component in the present invention that is not divided into any longer and packaged Digital Item. This packaged Digital Item is generated in a recursive manner using atomic Digital Items or already packaged Digital Items. The packaged Digital Item composed of two levels of structured form called item and container. Digital Item of the present invention has a layered structure comprising (a) component, (b) item, and (c) container. Component includes resource such as audio, video, graphic, text, etc., anchor for designating the resource, descriptor for describing the resource, murCondition as information on management and use rule conditions for the resource, opCondition as information on operational use conditions of the resource, eventReport for describing event to be reported in connection with the resource, userPreference for describing user preference information on the resource, and reservedMetadata as metadata additionally required for Digital Item definition model in the future. Item is provided in a packaged form of higher layer including any component or sub item. Container is provided in a packaged form of higher layer including any item or sub container.